



TRAVEL BY AUSTRALIANS

YEAR ENDING DECEMBER 2016

OVERNIGHT SPEND ▲5%
\$61.0 BILLION

OVERNIGHT TRIPS ▲4%
90.7 MILLION

NIGHTS ▲4%
334.8 MILLION

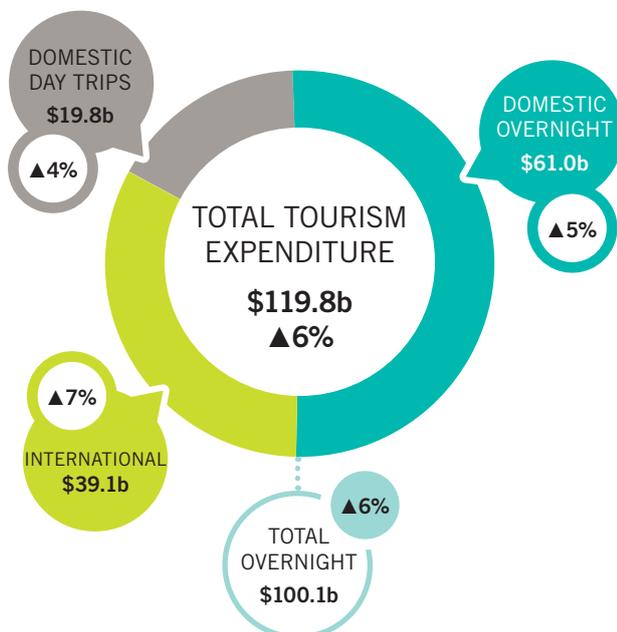
The solid results during the year ending December 2016 across both domestic overnight and day trip travel were a reflection of the increased domestic travel by Australians for the purpose of holiday. The number of Australians taking an overnight trip for a holiday increased 6% to 37.1 million trips and day trips for holiday were up 11% to 92.8 million.

Domestic overnight trip spend increased 5% on the previous year to a record high of \$61 billion, an increase of \$3.1 billion. Domestic overnight trips for holiday raked in a record \$30.7 billion during the year – up \$2.5 billion (or 9%) on the previous year and accounting for 82% of the overall growth in spend for domestic overnight trips.

Holiday travel also boosted day trip spend with holiday spend increasing 9% to \$11.3 billion, an extra \$949 million on the previous year. Total day trip spend reached a record \$19.8 billion on the back of growth in holiday travel.

Total overnight spend in Australia reached the \$100 billion mark for the first time in the year ending December 2016, with combined international spend of \$39.1 billion* and domestic overnight spend of \$61 billion. Together with domestic day trip spend of \$19.8 billion, total tourism expenditure for the year reached \$119.8 billion – an increase of 6% or \$6.3 billion over the previous year.

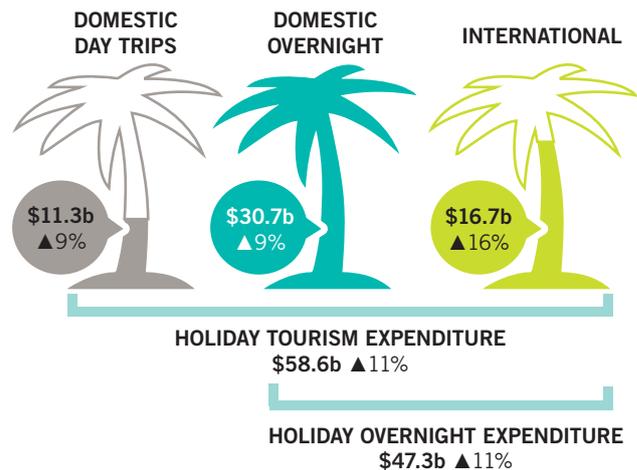
FIGURE 1: TOTAL TOURISM EXPENDITURE



PURPOSE OF TRAVEL

- The number of domestic overnight holiday trips increased 6% to reach 37.1 million. Nights and spend both increased 9% to 145.3 million and \$30.7 billion, respectively.

FIGURE 2: TOURISM EXPENDITURE FOR HOLIDAY VISITORS



- The strong growth in holiday travel saw increases in the lucrative interstate overnight holiday market. The number of trips increased by 8% to 11 million, while spend increased 10% to \$13.8 billion. Average trip spend on an interstate holiday trip was \$1,249 compared to \$528 for an intrastate trip.
- The number of Australians travelling to visit friends and relatives on domestic overnight trips increased 3% to 31.3 million, with nights up 2% to 102.1 million. Spend increased 3% to reach \$12.3 billion.

ACCOMMODATION

- Due to strong growth in holiday activity, the number of nights spent at guest houses, bed and breakfasts and caravan parks and camping grounds saw significant increases.
- Caravan parks and commercial camping grounds saw increases of 12% to 33.3 million nights.
- The number of nights at non-commercial caravan parks and camping grounds increased 22% to 18.3 million.
- Nights in guest houses, bed and breakfasts increased 29% to 3.9 million.

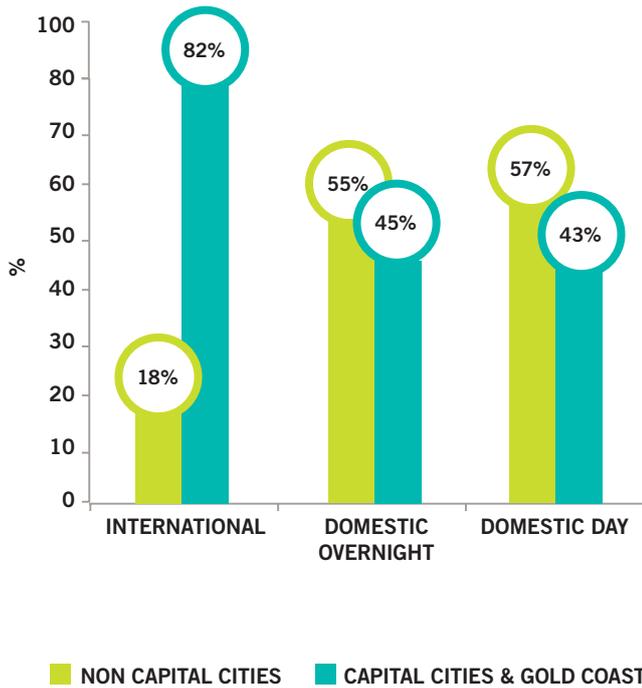
* International Visitors in Australia, December Quarter 2016, available at tra.gov.au



REGIONAL SPEND

International visitors were less likely to spend in regional locations (18%), compared to domestic overnight visitors (55%), and day visitors (57%).

FIGURE 3: REGIONAL SPEND BY VISITORS



OTHER INTERESTING FACTS

- Trips with a duration of two nights recorded the largest growth, increasing 8% during the year and accounting for 23.9 million trips. Three-night trips increased 4% to 13.6 million.
- During 2016, there were 4.4 million domestic overnight trips that included the use of UBER as a form of transport.
- Australians continued their love affair with the great outdoors with 22.4 million (or 1 in 4) trips including a visit to the beach. Going bushwalking was also popular, with 10.4 million trips including this activity.
- Socialising was also top of the list when it came to 'things to do' on a trip, with dining out a popular activity on 57.4 million trips (or 63% of trips), while a visit to friends and/or relatives occurred on 42.8 million trips (47%).

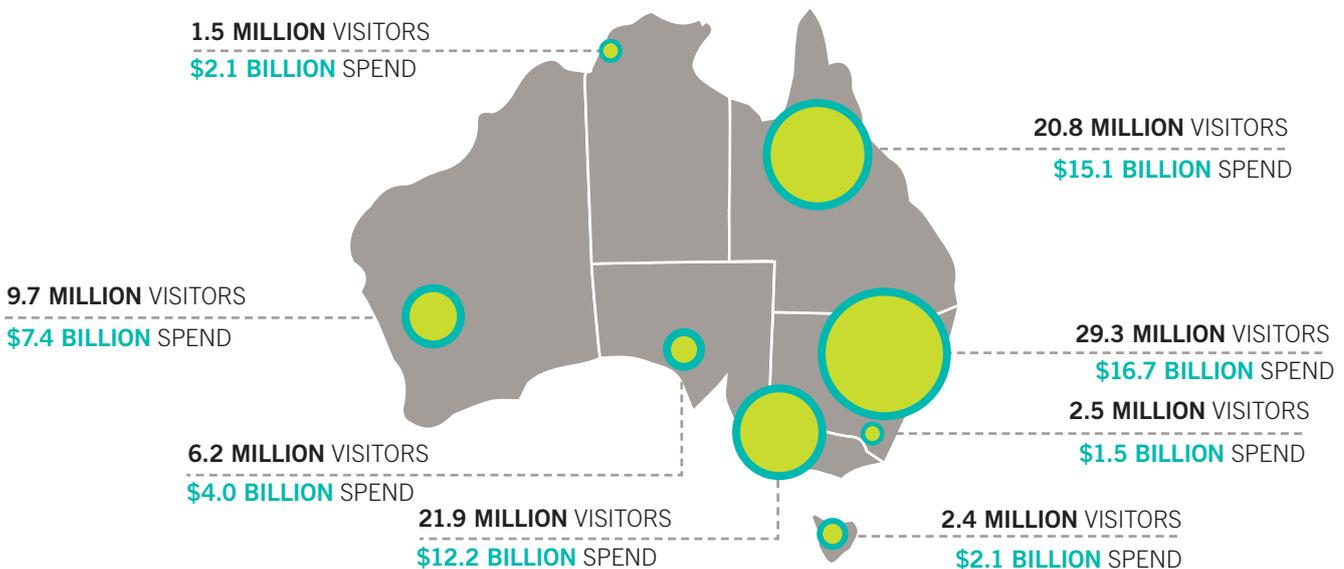
OUTBOUND TRAVEL

- The number of Australians travelling overseas for a holiday increased by 6% during the year to reach 5.9 million. Total outbound short-term trips by Australian residents increased 5% to 9.9 million in 2016.

STATES AND TERRITORIES*

- With the exception of Tasmania, all states and territories recorded increases in overnight domestic visitors, with the largest growth seen for the Northern Territory (18%), Western Australia (14%) and the Australian Capital Territory (13%). Domestic overnight visitors to Tasmania dropped slightly, following record levels which peaked in late 2015. At this time, Tasmania's growth levels were consistently outperforming national growth levels.

FIGURE 4: OVERNIGHT TRIPS AND REGIONAL EXPENDITURE BY STATE*



* In recent quarters, some unexpectedly high growth rates have appeared in some National Visitor Survey (NVS) sub-estimates. The issue is more pronounced in some specific purpose groups (most noticeably in business trips), and has a relatively higher impact in some of the smaller states and territories. TRA suggests that users of the NVS data interpret recent year-on-year growth rates with caution until further notice.

Source: National Visitor Survey, December 2016.

Overseas Arrivals and Departures (OAD), December 2016, ABS Cat. No. 3401.0